



Megan Hackney <megan.hackney@lacity.org>

Re: "Veromica" street light installation

1 message

Norma Isahakian <norma.isahakian@lacity.org>

Mon, Nov 27, 2017 at 1:10 PM

To: Jeff Ziliotto <jeff.ziliotto@lacity.org>

Cc: Kerney Marine <kerney.marine@lacity.org>, Megan Hackney <megan.hackney@lacity.org>

Jeff and Kerney, We are going to route any responses through community services from Megan so please refer any emails to her. Thanks

On Mon, Nov 27, 2017 at 12:50 PM, Jeff Ziliotto <jeff.ziliotto@lacity.org> wrote:

Hello Norma,

The following email was sent to Sheila Klein on 11/22/17:

Our Field Office has recently been contacted by a Staples parking lot representative (lawyer) requesting that the Bureau of Street Lighting needed to remove the display before January 2018 due to their future redesign for the parking lot. Our Bureau Management has decided to relocate the entire display right away to our Field Office location for preservation. All of the poles have been removed and relocated to our front lawn, over the last couple of weekends, positioning them in the same order.

The following email was sent to Richard Schave (an associate of Ms. Klein) today:

*Our office has provided Sheila Klein a response last week. Please direct any further 'Vermonica' inquiries to our main office, in care of Kerney Marine, Senior Engineer Manager. He can be reached at **213-847-1484** or Kerney.Marine@lacity.org.*

Thanks,
Jeff

On Mon, Nov 27, 2017 at 12:45 PM, Norma Isahakian <norma.isahakian@lacity.org> wrote:

Please let me know who either of you have connected with so we can have one message.

Basically the bottom line is that due to the timeline of the center we had to quickly relocate the piece to a safe locations or else the pieces were going to be salvaged. This is the safe and could be temporary location for a time that the City decides where they want it to go. We can discuss more but let's get together on who will handle the PR and who has already been spoken to. Thanks

----- Forwarded message -----

From: **Kerney Marine** <kerney.marine@lacity.org>

Date: Mon, Nov 27, 2017 at 10:17 AM

Subject: Fwd: "Veromica" street light installation

To: ED EBRAHIMIAN <ED.EBRAHIMIAN@lacity.org>, NORMA ISAHAKIAN <NORMA.ISAHAKIAN@lacity.org>

FYI

Sent from my iPhone

Begin forwarded message:

From: Jeff Ziliotto <jeff.ziliotto@lacity.org>

Date: November 27, 2017 at 10:04:37 AM PST

To: Kerney Marine <kerney.marine@lacity.org>

Subject: Fwd: "Veronica" street light installation

FYI.

----- Forwarded message -----

From: **BSL Street Lighting Referrals** <bsl.streetlighting@lacity.org>

Date: Mon, Nov 27, 2017 at 9:35 AM

Subject: Fwd: "Veronica" street light installation

To: Jeff Ziliotto <jeff.ziliotto@lacity.org>

Greetings Jeff,

Since the move, we've been receiving many inquiries and complaints regarding the Veronica Lights. Per Larna's request, I have forwarded and attached the latest correspondence we've received.

If you have any questions about any other emails we've received, feel free to reply or see me.

-QueJonne

----- Forwarded message -----

From: **Mike Hume** <mike@mikehume.com>

Date: Sun, Nov 26, 2017 at 1:03 AM

Subject: "Veronica" street light installation

To: bsl.streetlighting@lacity.org

Sending to correct email address, please see below.

Mike

From: Mike Hume <mike@mikehume.com>**Date:** November 24, 2017 at 22:34:05 PST**To:** streetlighting@bsl.lacity.org**Subject:** "Veronica" street light installation

Hi there,

I became aware earlier this week that the "Vermonica" street light installation designed by Shiela Klein, which has been standing in a parking lot at the intersection of Vermont and Santa Monica since 1993, has been removed.

I found out yesterday that the street light poles are being reinstalled in the front lawn of the Bureau's office a couple of blocks down the street. I've heard from a 3rd party - but cannot verify this for myself - that the owner of the parking lot wants to reconfigure it and requested that the Bureau remove the installation. I've also seen confirmation that the artist who conceived "Vermonica" knew nothing about the installation being moved...until hearing about it randomly on Facebook. You can read her statement at <http://www.esotouric.com/vermonica>

Whereas I understand that if the owner of the parking lot wants the installation gone it has to be moved, I'd respectfully suggest the Bureau underestimated the depth of feeling in the community about "Vermonica". A bunch of people spent a few days over Thanksgiving fretting with Facebook messages about "where has Vermonica gone"? As you'll see from the artist's statement she's disappointed not to have been contacted. A number of people - I've asked that they contact the Bureau directly with their concerns so you're not just taking my word for it - have pointed out the same thing the artist says: that this wasn't just a line of street light poles and the moving of them to the Bureau's front lawn, in a crescent shape, means it is not "Vermonica" any more.

I'm wondering why this had to happen this way. "Vermonica" wasn't just a line of street light poles, it was an conceived art installation. And although I realize it was only intended to be in place for 1 year, and the light poles are the property of the Bureau, it's a real shame the artist wasn't contacted before the move took place. I gather she was willing to have helped look at options for "Vermonica" needing to be moved, but things are now past that.

Regarding the new site for the street light poles, how was that chosen? There's virtually no street parking and precious little pedestrian traffic passing by. People will not see the street light poles apart from driving past at 30mph. That's seems a lost opportunity to me.

So, whereas these street light poles are undoubtedly the Bureau's to do with what they like, and understanding that "Vermonica" was only intended to be up for one year, it seems to me that there's been a distinct underestimation of the depth of feeling surrounding the changes the Bureau has made. And it seems it didn't need to be that way. As noted I'd also like to know the process used for selecting a new location? Or is this just temporary and a better location will be chosen in time?

I'm sure there's more to this so I'd invite your comments on the topic and look forward to your reply.

With best regards,
Mike Hume

--

*Norma Isahakian
Assistant Director
Bureau of Street Lighting*

--

*Norma Isahakian
Assistant Director
Bureau of Street Lighting*